



Permitting Atlanta's *Growth*...



WELCOME!

Developer's Day Program April 25, 2006

Presented by:

Department of Planning and Community Development

Department of Watershed Management

Atlanta Development Authority

Sponsored by: Bellsouth



AGENDA



- 7:30 a.m. – 8:00 a.m. Registration, Breakfast
- 8:00 a.m. – 8:10 a.m. *Welcome, Opening Remarks-*
Luz Borrero, Deputy Chief Operating Officer
- 8:10 a.m. – 8:25 a.m. *Site Development Improvements-*
Rob Hunter, Commissioner, Dept. of Watershed Management
- 8:25 a.m. – 9:00 a.m. *A Conversation on Growth-*
Greg Giornelli, President, Atlanta Development Authority
- 9:00 a.m. – 9:15 a.m. Networking
- 9:15 a.m. – 10:15 a.m. *City of Atlanta Incentives Workshop*



Permitting Improvement Project Report



Recent Accomplishments

Leadership

- Hired new Director and Assistant Director for the Bureau of Buildings, and new Directors for the Arborist and Inspection's Divisions
- Enhanced Zoning Code Review Task Force and developed and initiated code re-writing work plan

Technology

- Launched **permit status** online viewing capability
- Linked professional certifications to Secretary of State database making approval process faster
- Established dedicated phone triage for zoning inquiries
- Provided additional online forms

Customer Service and New Business Processes

- Published analysis of base-line customer survey results
- Hired 3rd party plan review firm to eliminate residential backlog
- Consolidated fee payment for all building permits

Facilities

- Completed programming analysis for new permitting facility
- Developed plan for relocation of inspectors and co-location of zoning and site development

2nd Quarter Deliverables

Leadership

- Conduct internal Project Assessment
- Implement BOB retreat with new Directors

Technology

- Finalize field automation testing for Inspectors
- Enhance on-line permit status features with detailed comments
- Create on-line zoning verification capability

Customer Service and New Business Processes

- Develop workshops to prepare for implementation of HB1385
- Design plan to make GIS system the official zoning data source
- Implement business process change to eliminate bottleneck on SAP and subdivision reviews

Facilities

- Co-locate Zoning and Site Development divisions within the Bureau of Buildings
- Relocate Inspectors to Garnett Building



Permitting Leadership Team Additions



- **Ibrahim Maslamani** –
Director, Bureau of Buildings
- **Anthony Carter** –
Assistant Director, Permitting Services
- **Raoul Newman** –
Assistant Director, Inspection Services
- **Ainsley Caldwell** –
Arboricultural Manager



Permitting Atlanta's *Growth*...



Site Development Improvements

Rob Hunter

Commissioner,
Department of Watershed Management

**City of Atlanta
Developer's Day
April 25, 2006**

A Conversation About Growth in The City of Atlanta

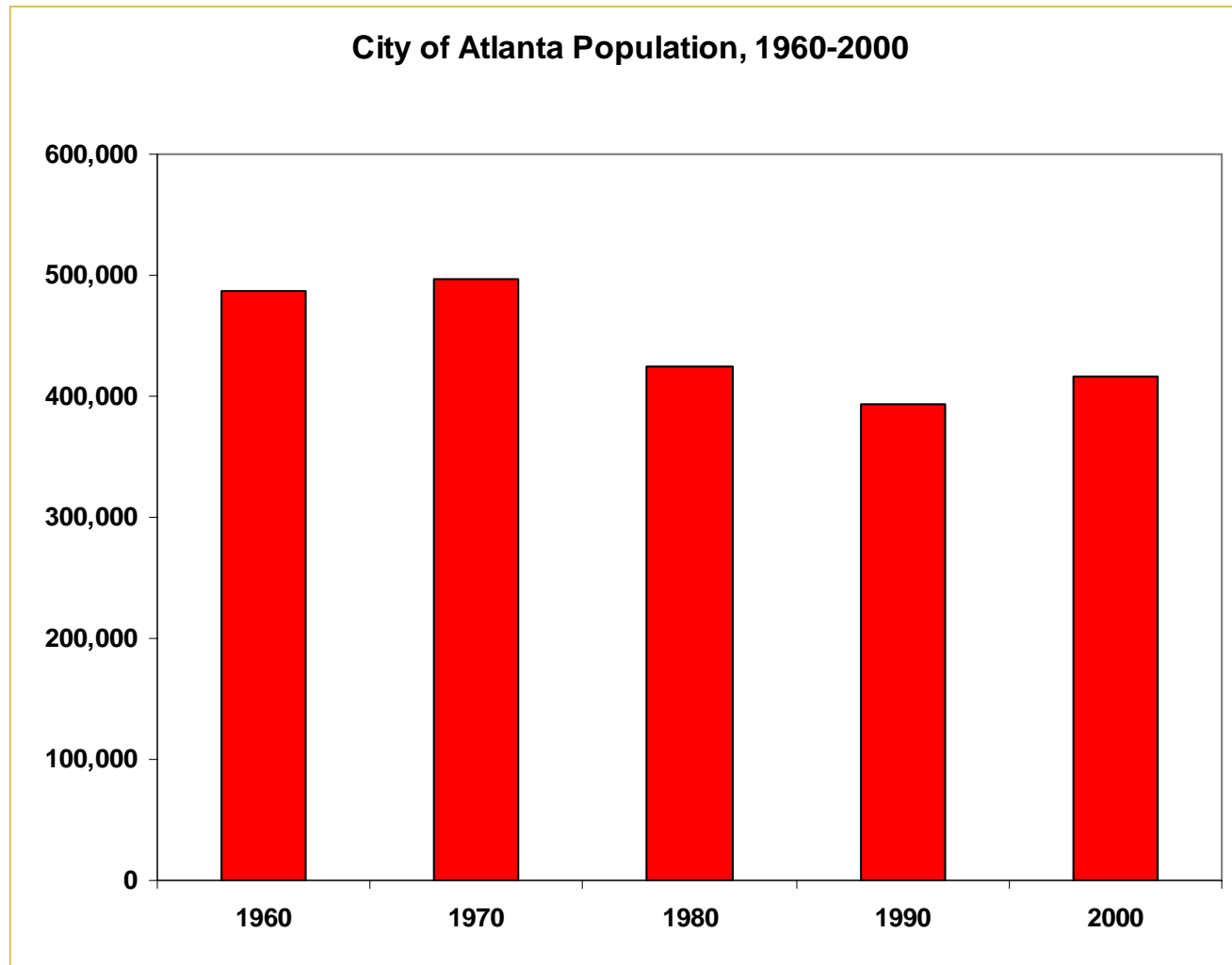


Atlantic Station

Outline

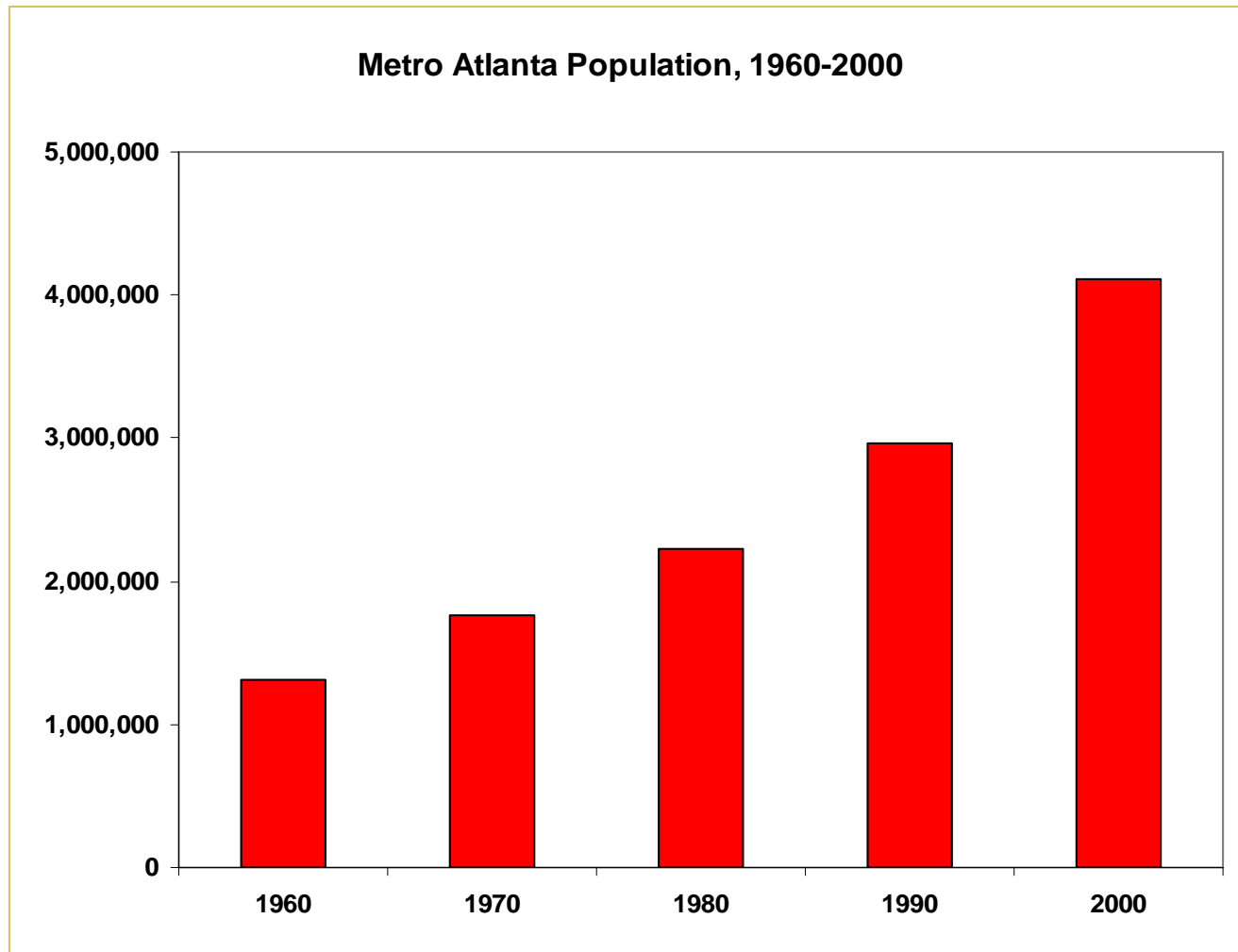
- **Growth inevitable**
- Spectacular growth possible
- Accommodating growth – don't be afraid
- The challenge of growth
- Conclusions

The City of Atlanta lost over 100,000 residents from 1970 to 2000 (20% decrease)



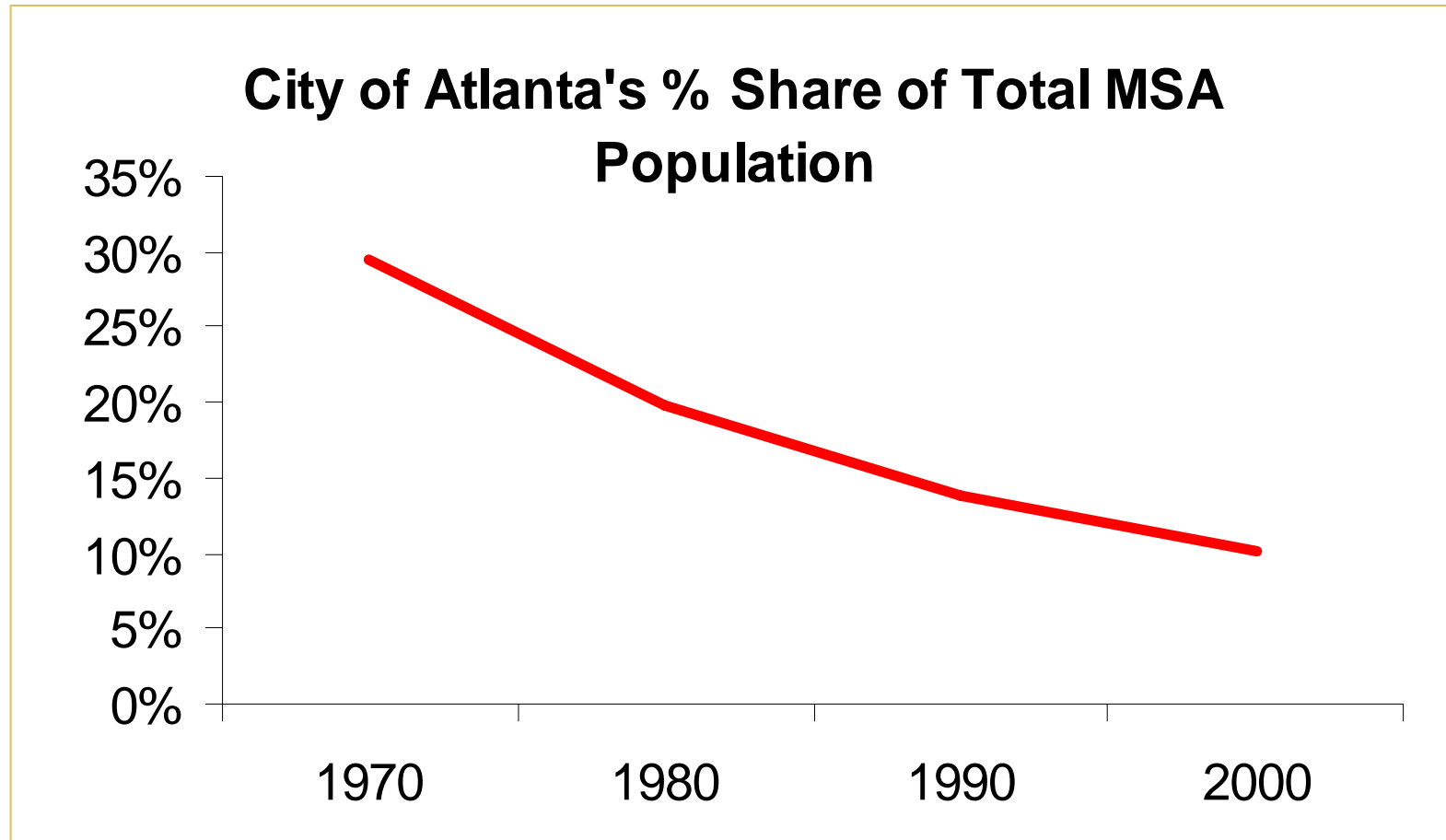
Source: *U.S. Census*

The metro region gained almost 3 million people during the same time frame



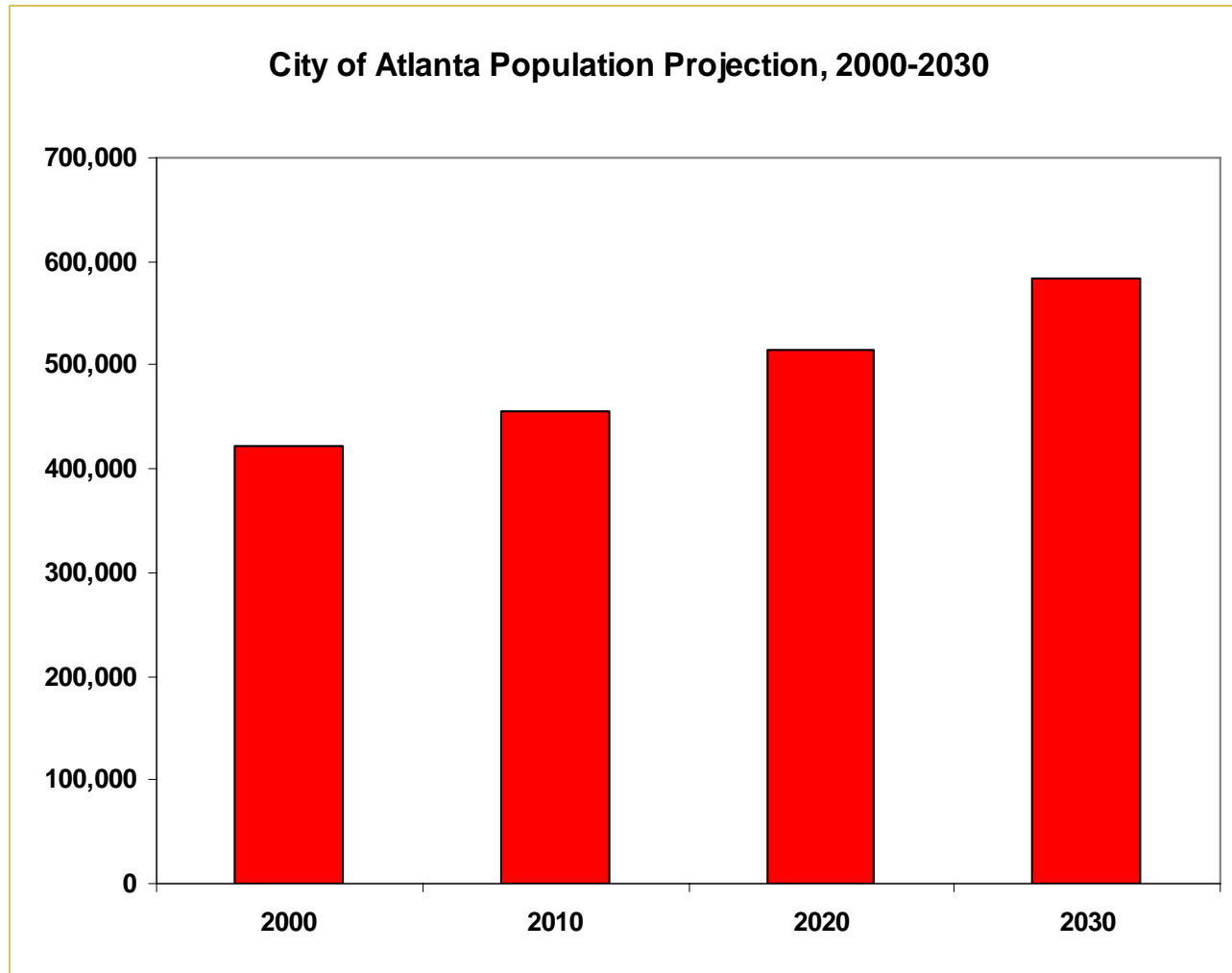
Source: *U.S. Census*

The City's population "market share" has been cut in half



Source: U.S. Census

The City's population decline has reversed: Atlanta will grow by 163,000 people by 2030 (40% increase)



Source: Atlanta Regional Commission

The City's population growth means unprecedented retail development and significant commercial development



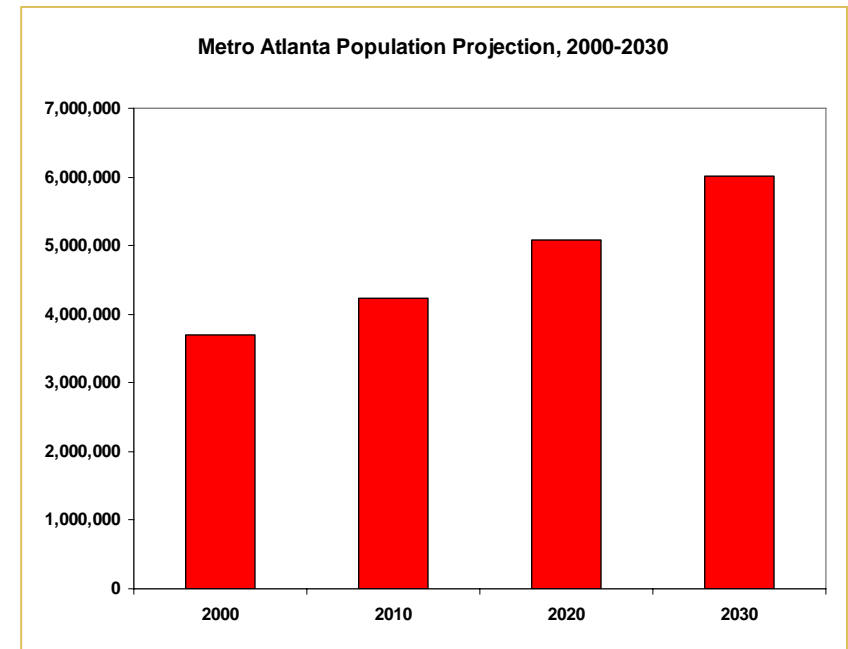
Atlanta, 1970



Atlanta, 2006

Even so, Atlanta's growth will be just a fraction of the metro region growth

- The metro region will grow by 2.3 million
- The metro region will account for 80% of the State's growth
 - State: 3 million
 - Metro region: 2.3 million
 - City of Atlanta: 163,000
- The City's "market share" will continue to decline, reaching just 10%



Source: Atlanta Regional Commission

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What if Atlanta was able to garner a higher percentage of the 2.3 million newcomers?

City's share of growth

City's Population in 2030

7% share = 590,000 people

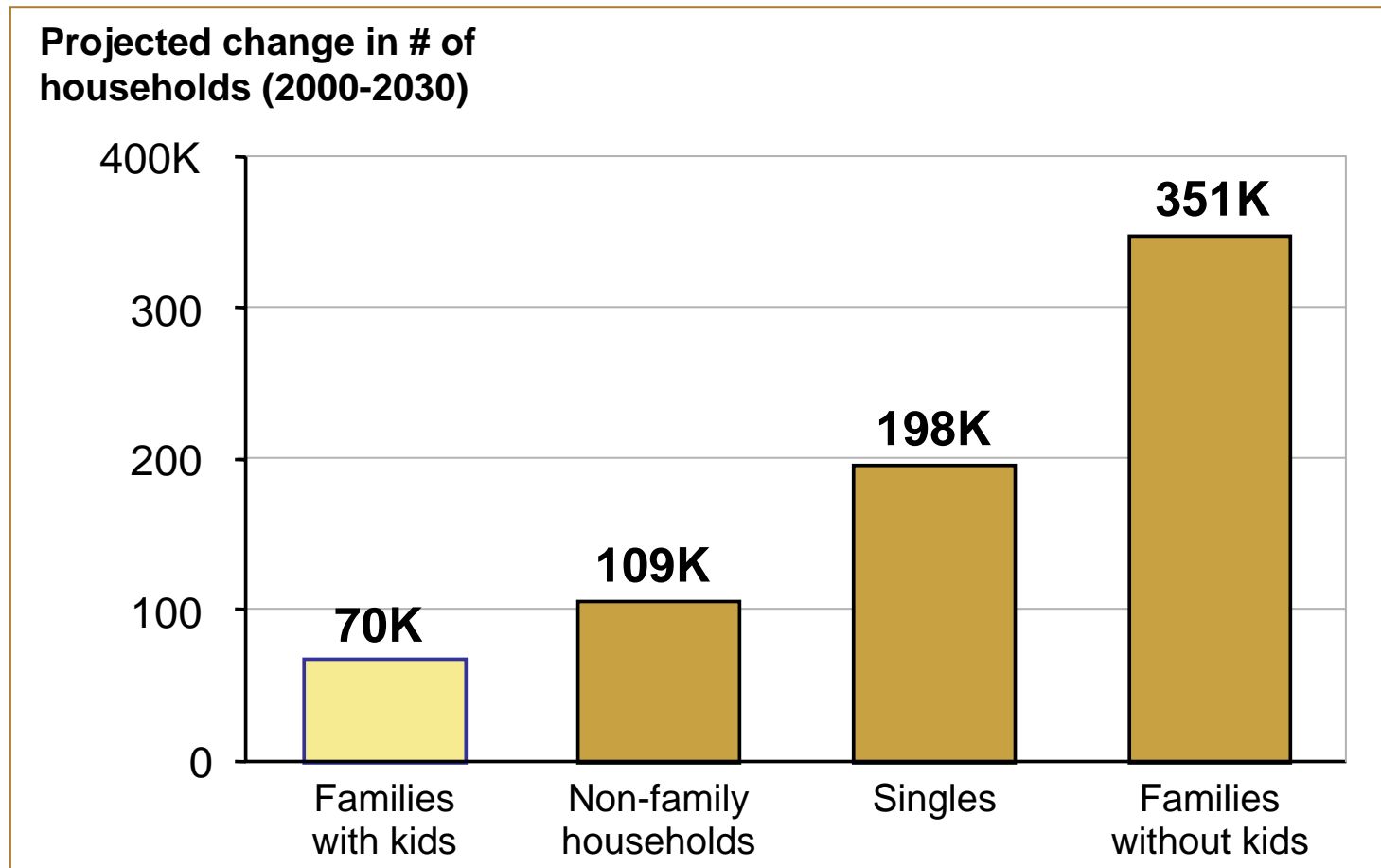
10% share = 660,000 people

20% share = 890,000 people

30% share = 1.1 million people

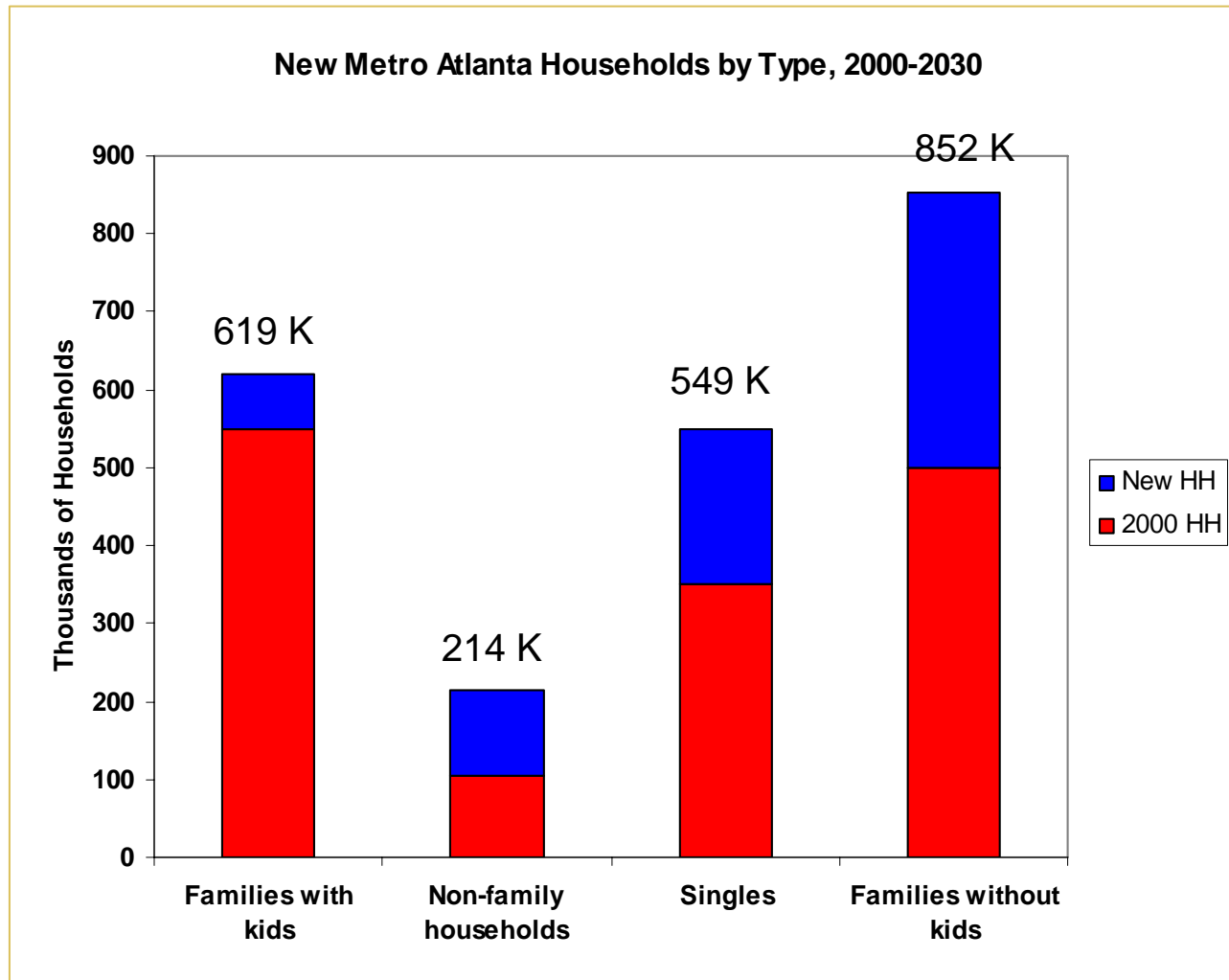
40% share = 1.35 million people

90% of the metro region growth will come from households without children



Source: U.S. Census; Projected for Atlanta MSA

The region's growth is a function of major demographic trends



Source: U.S. Census, Bain projection model

Young singles and 55+ “empty nesters” are the fastest growing groups in metro Atlanta

- All data shows that these households are the ones most interested in an urban living experience
- More newcomers are choosing urban living because they want:
 - Nearby services – healthcare, retail, financial, airport
 - Rich culture – museums, shopping, distinctive neighborhoods, theater, fine dining
 - Continued learning – college courses, art school, cooking classes
 - Energy, vitality, sophistication, creativity, lively



The High
Museum

Recent evidence suggests that the City is growing at a rate 51% higher than the official projections

	<u>New Housing Units (based on building permits)</u>			<u>New Population (based on HH size of 1.75)</u>	<u>Projected Population</u>
	Single Family Units	Multi Family Units	Total Units		
2003	694	4,422	5,116	8,953	6,520
2004	1,317	6,018	7,335	12,836	6,520
2005	<u>1,551</u>	<u>2,930</u>	<u>4,481</u>	<u>7,842</u>	<u>6,520</u>
	3,562	13,370	16,932	29,630	19,560

If 90% of the region's growth is predisposed to an urban environment, is a 20% share of the growth unreasonable?

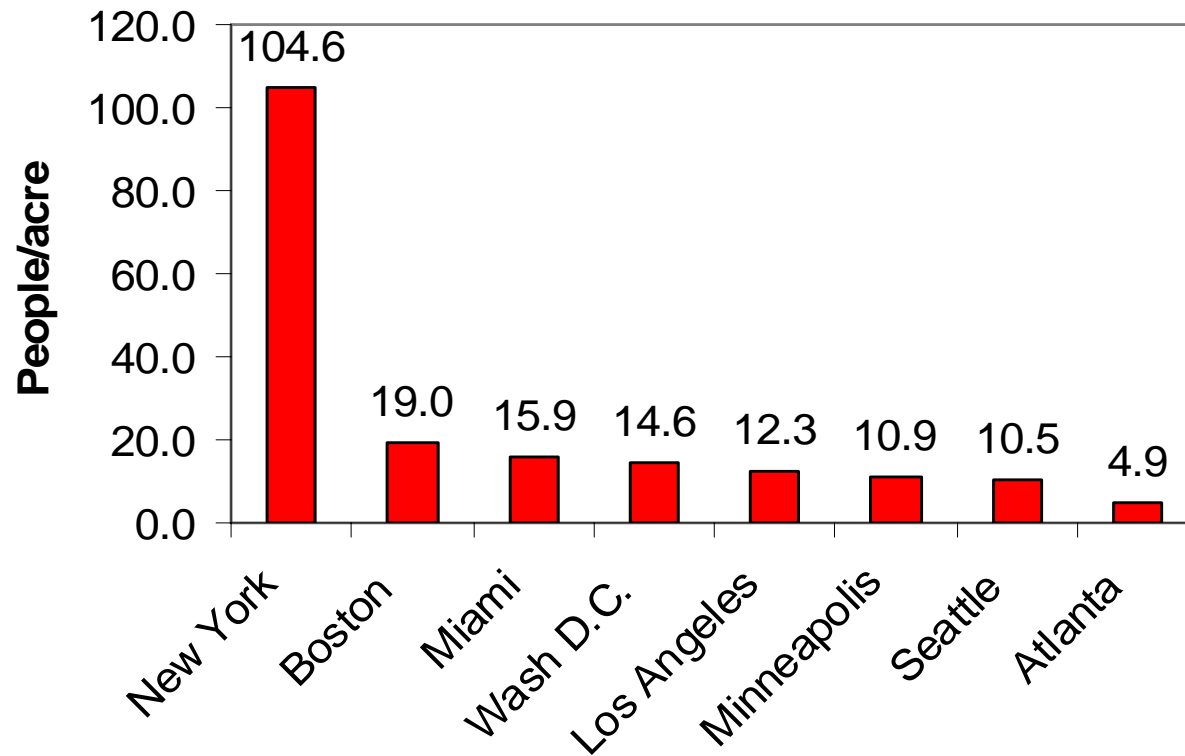
<u>City's share of growth</u>		<u>City's Population in 2030</u>
• 7% share	=	590,000 people
• 10% share	=	660,000 people
• 20% share	=	890,000 people
• 30% share	=	1.1 million people
• 40% share	=	1.35 million people

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Atlanta's density is among the lowest of major cities

Density Comparison for Major U.S. Cities



Source: U.S. Census Bureau

Opportunities for growth

- Peachtree Spine
- Midtown
- Downtown
- BeltLine
- South Atlanta



Northside Drive before the BeltLine



Northside Drive after the BeltLine

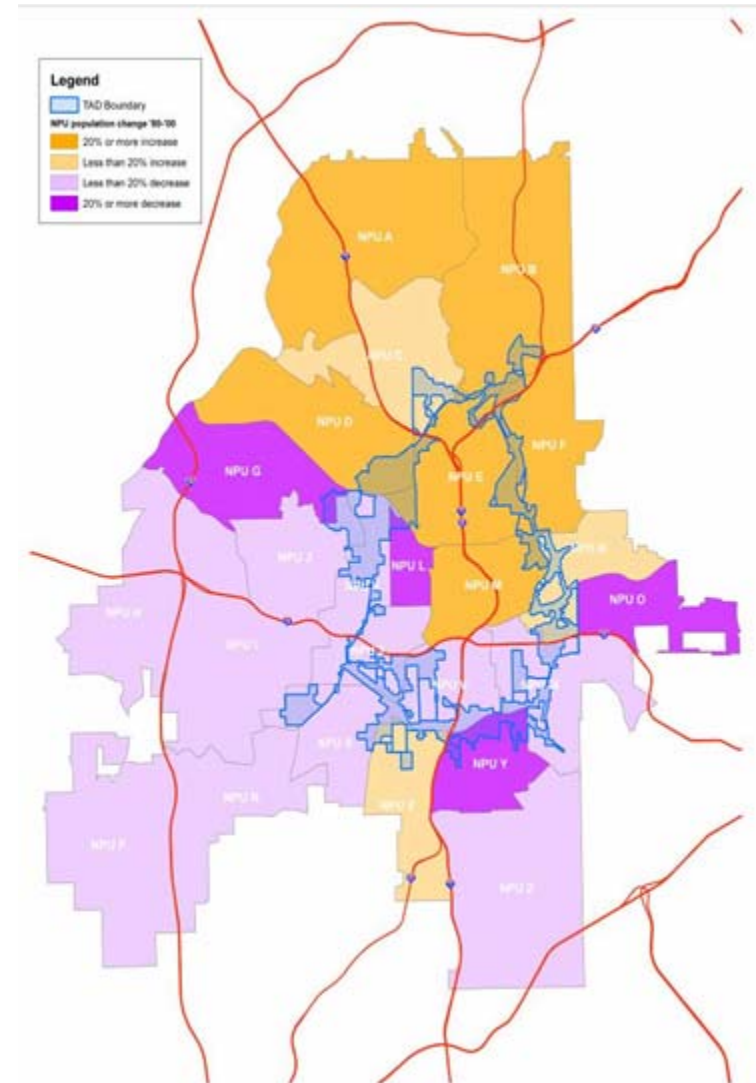
**163,000 new residents is the equivalent of 257 new
TWELVE buildings**



TWELVE Atlantic Station

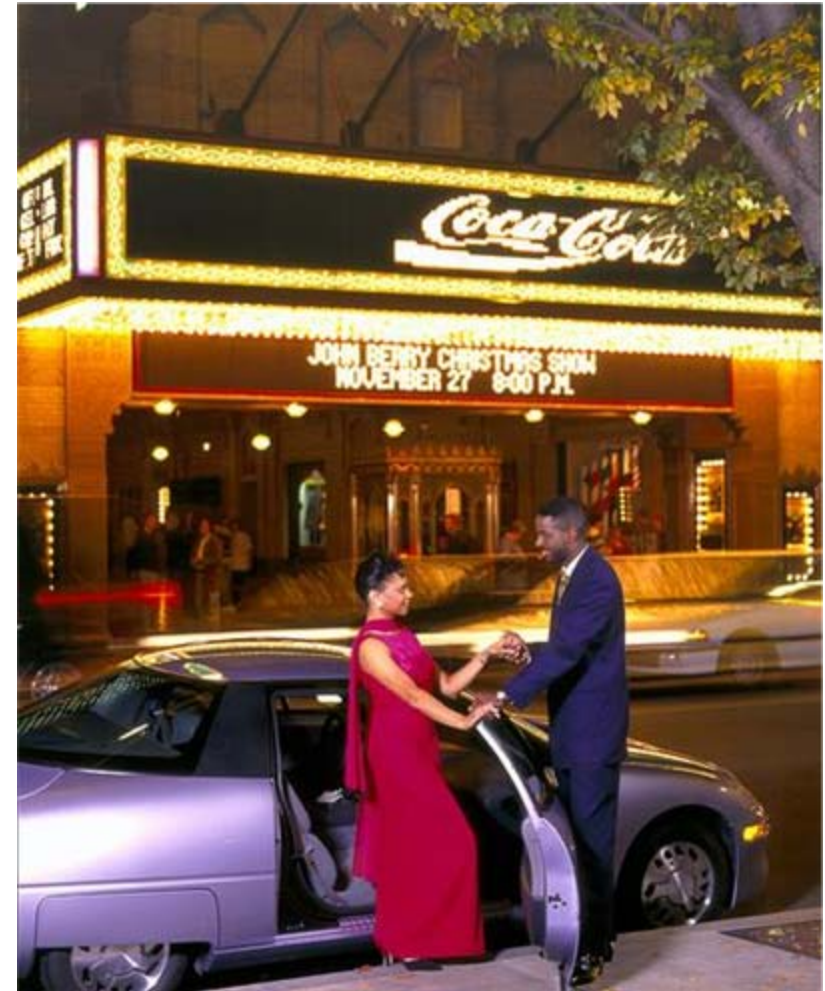
South Atlanta

- Atlanta's recent growth has been inequitable
- Changing this trend will require proactive policies



The good side of growth: Population growth is closely tied to job creation

- More and more highly skilled workers are choosing where to live first, then finding jobs
- Major shift from prior generations
- Because businesses want high skilled workers, they follow these workers to places with good quality of life
- Implications for the City...If we offer residents a high quality of life, then we will attract good workers, and good jobs will follow



Fox Theater

The good side of growth: Environmental benefits of higher density

- Less air pollution
- Conserves green space
- Cleaner water
- Saves water



The Reynolds

The good side of growth: Quality of life benefits of higher density

- A more vibrant and lively city
- Less traffic
- Leaner and healthier society
- Improves overall economic standards for residents



Georgia Dome

The good side of growth: Population growth creates efficiencies and is profitable for city government

- Most residents and businesses generate more in taxes than they use in services
- An increase in the number of residents and businesses paying taxes frees up money for QOL concerns



TWELVE Centennial Park

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Challenges of growth

- Quality of life issues:
 - Affordable housing
 - Parks
 - Homelessness
 - Congestion



Piedmont Park

Affordable Housing – The cost of the gap

- 163,000 new residents = 75,000 new households
- If 20% are affordable = 15,000 new affordable units
- 15,000 units at a subsidy cost of \$60,000 per unit = \$900 million of subsidy
- \$900 million over a 25 year period = \$36 million a year



Parks – Atlanta has 3X less park space than the national average

- Currently, Atlanta has 7.5 acres of parks per 1,000 residents
- The national average is 19.7 acres per 1,000 residents
- 163,000 new residents = 8,600 new acres of parks
- 8,600 acres X \$100,000 an acre = \$860 million
- \$860 million over a 25 year period = \$34 million a year



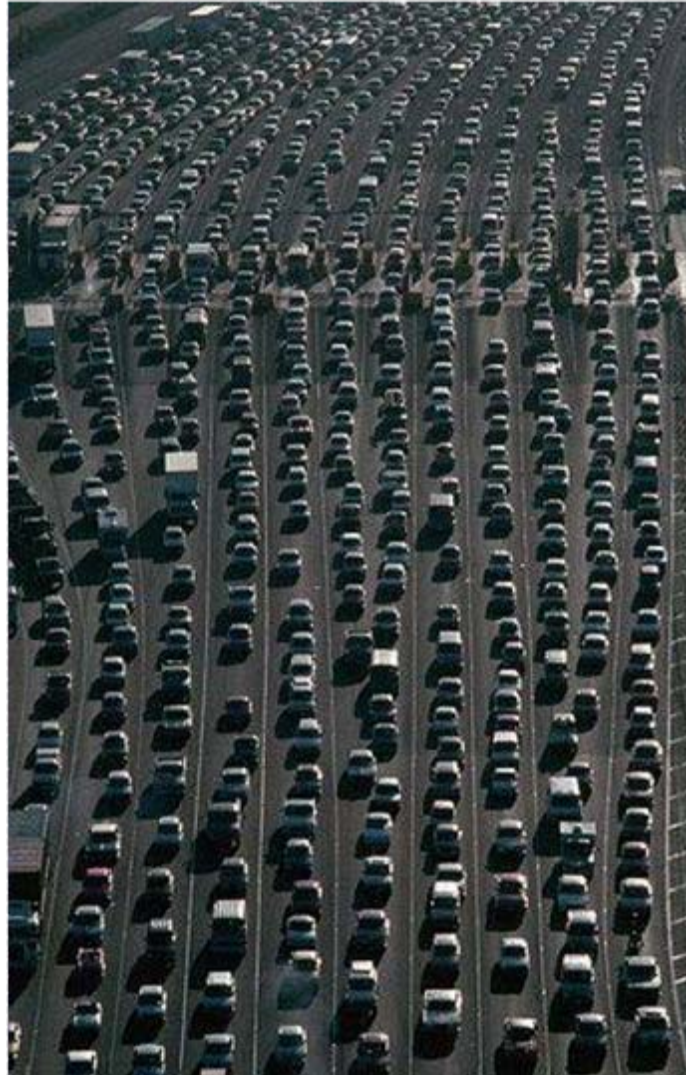
Homelessness – The Blueprint to End Homelessness

- The Blueprint calls for spending \$40 million over 10 years



Atlanta Union Mission

Congestion



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BeltLine



Artist's rendering of the BeltLine

Peachtree Streetcar



Portland, Oregon

South Atlanta

- Fort McPherson
- Lakewood
- Underdeveloped corridors
- BeltLine



Fort McPherson

Create a permanent funding stream for QOL

- Affordable housing
- Parks
- Homelessness
- Transit



Midtown

The ability of the City to address these growth-related opportunities and challenges depends on:

- Understanding its finances
- Educating the public
- Committing to a future that accommodates growth

Recommendation: The City needs a long-term strategic planning team dedicated solely to issues related to growth

1. Understand the financial implications of residential and commercial growth
 - What is the marginal “profit” of new residential and commercial development
2. “Model” future budgets based on growth assumptions
 - City needs to insert long-term investment strategy into budget process
3. Facilities model



Permitting Atlanta's *Growth...*



Upcoming Developer's Day Meetings

- **July 25** - Next Meeting
- **October 24** – Fall Meeting

